

Attorney Docket: 01442  
U.S. Application No. 10/037,005 Examiner Van Handel Art Unit 2623  
Response to July 13, 2007 Final Office Action

## AMENDMENT TO THE SPECIFICATION

Please amend paragraph [0002] as follows.

## CROSS-REFERENCE TO RELATED APPLICATIONS

[0002] This application is a continuation-in-part of U.S. Patent Application No. 11/154,248 by Grauch et al., filed June 16, 2005 (Attorney Docket BS95003 CON 2), which is itself a continuation of U.S. Patent Application No. 09/496,825 by Grauch et al., filed February 1, 2000 (Attorney Docket BS95003 CON), and now issued as U.S. Patent 6,983,478, which is itself a continuation of U.S. Patent Application No. 08/779,306 by Batten et al., filed January 6, 1997 (Attorney Docket BS95003) (now abandoned), with each incorporated herein by reference in their entirety. This application relates to Attorney Docket No. 36968-265386 (BS01341), filed by Matz et al. on December 14, 2001, entitled "System and Method for Utilizing Television Viewing Patterns," which is incorporated herein by reference. This application also relates to Attorney Docket No. 36968-265387 (BS01342) filed by Matz et al. on December 14, 2001, entitled "System and Method for Identifying Desirable Subscribers," which is incorporated herein by reference. This application also relates to U.S. Application Serial No. 09/496825, filed February 1, 2000, which is incorporated herein by reference.